

HOST DEVICE EQUIPPED WITH MEANS FOR STARTING A PROCESS IN RESPONSE
TO DETECTING INSERTION OF A STORAGE MEDIA

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ABSTRACT

In accordance with this invention, a remote control for an interactive media can include a printed publication and/or a storage media and/or a data
10 button. One embodiment of a remote control includes a printed publication (such as a book, magazine or a catalog) and one or more buttons physically attached to the printed publication to allow users to remotely control use of associated electronic content by a host
15 device. Another embodiment of a remote control has a housing capable of removably holding a storage media encoded with electronic content associated with a button of the remote control. Yet another embodiment of a remote control has at least one data button which
20 permits the user to select the data to be displayed by the host device. An autostart driver in the host device detects insertion of a storage media into a peripheral and automatically starts an application. The application interprets button codes transmitted by
25 the remote control and displays the results or initiates other events. An application development system allows an author to quickly create interactive media applications.

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